

**CROSS-CULTURAL DIFFERENCES IN EVALUATIVE LANGUAGE IN SPORTS
TRANSLATION (ENGLISH–UZBEK)****D.D.Mamanazarova**

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Abstract

This study examines cross-cultural variation in evaluative language within the context of English–Uzbek sports translation. Drawing on the theoretical framework of appraisal theory, the research explores how evaluative meanings—particularly those related to affect, judgment, and appreciation—are linguistically encoded and subsequently transferred across languages. Employing a comparative discourse-analytical methodology, the study analyzes parallel sports commentaries to identify patterns of semantic shift and pragmatic adaptation in translation. The findings indicate that cultural conventions, discourse norms, and language-specific structures significantly shape translation strategies, resulting in systematic modifications in evaluative intensity, metaphorical representation, and emotional expressivity. The study contributes to a deeper understanding of the interplay between language, culture, and evaluation in sports media discourse and highlights the importance of culturally informed translation practices.

Keywords

evaluative language, sports discourse, appraisal theory, cross-cultural communication, English–Uzbek translation, translation strategies, discourse analysis, metaphor in sports language, media discourse, linguistic evaluation

Аннотация

Данное исследование посвящено анализу межкультурных различий в оценочной лексике в контексте спортивного перевода с английского на узбекский язык. Опираясь на теоретические положения теории оценочности (appraisal theory), работа рассматривает способы языковой репрезентации оценочных значений, включая аффект, суждение и оценку, а также их трансформацию в процессе перевода. Методологическую основу исследования составляет сравнительный дискурсивный анализ параллельных спортивных комментариев. Результаты показывают, что культурные нормы, дискурсивные особенности и структурные различия языков оказывают существенное влияние на переводческие стратегии, что приводит к изменениям в степени оценочности, метафоричности и эмоциональной экспрессивности. Полученные выводы способствуют более глубокому пониманию взаимосвязи языка, культуры и оценки в спортивном медиадискурсе и подчеркивают значимость культурно-ориентированного подхода в переводе.

Ключевые слова

оценочная лексика, спортивный дискурс, теория оценочности, межкультурная коммуникация, англо-узбекский перевод, переводческие стратегии, дискурсивный анализ, метафора в спортивной речи, медиадискурс, языковая оценка

Annotatsiya

Mazkur tadqiqot ingliz va o'zbek tillari o'rtasidagi sport tarjimasida baholovchi til birliklarining madaniyatlararo farqlarini tahlil qilishga bag'ishlangan. Tadqiqot appraisal nazariyasiga asoslanib, affekt, hukm va qadrlash kabi baholovchi ma'nolarning til vositalari orqali ifodalanishi hamda tarjima jarayonida qanday o'zgarishga uchrashini o'rganadi. Metodologik jihatdan qiyosiy diskurs tahlili asosida parallel sport sharhlari tahlil qilinadi. Natijalar shuni ko'rsatadiki, madaniy me'yorlar, diskursiv xususiyatlar va til strukturalari tarjima

strategiyalariga sezilarli ta'sir ko'rsatadi, natijada baholash intensivligi, metaforik ifoda va emotsional ekspressivlik darajasida tizimli o'zgarishlar yuz beradi. Tadqiqot sport media diskursida til, madaniyat va baholash o'rtasidagi o'zaro bog'liqlikni chuqurroq anglashga xizmat qiladi hamda tarjimada madaniy yondashuv muhimligini ta'kidlaydi.

Kalit so'zlar

baholovchi til birliklari, sport diskursi, appraisal nazariyasi, madaniyatlararo kommunikatsiya, ingliz–o'zbek tarjimasini, tarjima strategiyalari, diskurs tahlili, sport tilida metafora, media diskursi, lingvistik baholash

Introduction. In contemporary linguistics and translation studies, the analysis of evaluative language has become increasingly significant, particularly within specialized discourses such as sports media. Evaluative language, understood as the linguistic expression of attitudes, judgments, and emotional stances, plays a central role in shaping audience perception and constructing persuasive narratives (Martin & White, 2003). In sports discourse, this function is especially prominent, as commentators and journalists actively employ expressive lexical units, metaphors, and stylistic devices to enhance emotional engagement and convey subjective assessment. Recent research indicates that sports discourse is not merely informative but also highly evaluative and culturally embedded (Bakhtiyorovich, 2025). English sports commentary, for instance, tends to exhibit a high degree of emotional intensity, metaphorical richness, and expressive dynamism, reflecting global media conventions and audience expectations. In contrast, Uzbek sports discourse often demonstrates relatively moderated evaluative patterns, influenced by cultural norms, linguistic traditions, and communicative etiquette (Sardor & Bobomurod, 2026).

These cross-cultural differences present significant challenges in translation. The transfer of evaluative meaning from one language to another is not a straightforward process, as it involves not only lexical equivalence but also pragmatic adaptation and cultural reinterpretation. Studies based on appraisal theory highlight that evaluative meanings—such as affect, judgment, and appreciation—are deeply embedded in discourse and may undergo transformation during translation (Tajvidi & Arjani, 2017). Consequently, translators must navigate between preserving the original evaluative force and ensuring cultural appropriateness in the target language. Despite the growing interest in sports discourse and translation studies, the issue of evaluative language in English–Uzbek sports translation remains insufficiently explored. Most existing studies focus on terminology, metaphor, or general translation challenges, while the specific mechanisms of evaluative meaning transfer have received limited attention. Therefore, the present study aims to investigate cross-cultural differences in evaluative language in English–Uzbek sports translation. The research seeks to identify how evaluative expressions are realized in both languages, to examine the types of shifts occurring in translation, and to determine the influence of cultural and linguistic factors on these processes. By addressing these issues, the study contributes to the broader understanding of discourse evaluation and offers practical insights for improving translation quality in sports media.

Methodology. This study employs a qualitative, corpus-informed comparative research design to examine the realization and translation of evaluative language in English–Uzbek sports discourse. The dataset comprises a purposively selected corpus of sports commentaries and media texts drawn from reputable English-language sources (e.g., BBC Sport, ESPN) and their Uzbek-language equivalents from national broadcasting platforms. The corpus includes both original and translated texts to ensure cross-linguistic comparability. The analytical framework is grounded in Appraisal Theory within Systemic Functional Linguistics, which conceptualizes evaluation through three main subsystems: affect, judgment, and appreciation (Martin & White, 2003). This framework is complemented by principles of descriptive translation studies and comparative discourse analysis, enabling a multidimensional investigation of evaluative meaning

transfer. The analysis follows a multi-stage procedure. First, evaluative lexical and phraseological units are identified and coded in the source texts. Second, their corresponding translations are aligned and examined to determine shifts in semantic intensity, interpersonal meaning, and pragmatic function. Third, observed shifts are categorized according to established translation strategies, including equivalence, modulation, adaptation, amplification, and attenuation. Particular attention is paid to culturally bound expressions, metaphorical constructions, and discourse-specific conventions. To enhance analytical reliability, the study applies context-sensitive interpretation and cross-checking of evaluative categories across multiple instances within the corpus. This methodological approach allows for a systematic exploration of how linguistic, cultural, and discursive factors interact in shaping the translation of evaluative language in sports media.

Results. The analysis of the English–Uzbek parallel corpus reveals systematic cross-cultural differences in the realization and translation of evaluative language in sports discourse. These differences manifest at lexical, phraseological, and discourse levels, reflecting both linguistic structures and culturally conditioned communicative norms. First, a noticeable shift in evaluative intensity was identified. English sports commentary frequently employs highly intensified evaluative markers (e.g., “*absolutely brilliant*,” “*outstanding performance*”), whereas their Uzbek translations tend to demonstrate attenuation, often rendering such expressions as “*juda yaxshi*” or “*yaxshi o‘yin*”. This indicates a consistent tendency toward moderation in the target discourse. Second, the analysis shows significant variation in the translation of metaphorical expressions. English sports discourse is characterized by dense metaphor usage, particularly involving war, speed, and force domains (e.g., “*he blasted the ball*,” “*a clinical finish*”). In Uzbek translations, these metaphors are frequently simplified, neutralized, or culturally adapted, resulting in either descriptive equivalents or locally meaningful expressions. This suggests a shift from figurative to more literal or culturally resonant language. Third, differences were observed in emotional expressivity and interpersonal meaning. English texts tend to encode stronger affective and subjective stance, while Uzbek translations often display reduced emotional explicitness, aligning with more restrained discourse conventions. This affects the interpersonal dimension of the text, particularly in terms of audience engagement and stance positioning.

Additionally, phraseological units and idiomatic expressions present notable translation challenges. Many English idioms are replaced by non-idiomatic or semantically approximate constructions in Uzbek, leading to partial loss of stylistic and evaluative nuance. Overall, the findings demonstrate that evaluative language in English–Uzbek sports translation undergoes consistent transformation, primarily through attenuation, simplification, and cultural adaptation. These shifts reflect the interaction between language-specific resources and broader socio-cultural norms governing sports media discourse.

Discussion. The findings of the present study provide compelling evidence that the translation of evaluative language in English–Uzbek sports discourse is not a purely linguistic operation, but rather a complex intercultural and discursive negotiation process. The observed shifts in evaluative intensity, metaphorical representation, and interpersonal meaning can be interpreted within the broader framework of linguocultural constraints and discourse-specific conventions. One of the central tendencies identified in the analysis is the systematic attenuation of evaluative force in Uzbek translations. From the perspective of appraisal theory, this reduction can be understood as a recalibration of graduation resources, whereby the degree of intensity encoded in the source text is pragmatically adjusted in the target language. This phenomenon is likely обусловлено (motivated by) culturally embedded norms of communicative moderation and politeness, which tend to constrain overtly exaggerated or hyperbolic expression in Uzbek media discourse. Consequently, translators appear to prioritize pragmatic acceptability over semantic maximality, ensuring that the translated text aligns with target audience expectations. Furthermore, the transformation of metaphorical language highlights the role of conceptual and

cultural asymmetry in translation. English sports discourse extensively relies on metaphorical mappings derived from domains such as warfare, mechanics, and physical force, which function as powerful evaluative and persuasive devices. However, these metaphorical constructs do not always possess direct or functionally equivalent counterparts in Uzbek. As a result, translators frequently resort to demetaphorization, explicitation, or cultural substitution, thereby reducing figurative density while preserving core propositional meaning. This supports the argument that metaphor translation is governed not only by linguistic equivalence but also by cognitive and cultural compatibility. In addition, the observed reduction in emotional expressivity suggests a shift in the interpersonal dimension of discourse, particularly in terms of stance-taking and audience alignment. English sports commentary tends to construct a highly engaging and affect-laden narrative voice, whereas Uzbek translations often exhibit a more neutralized and informational tone. This divergence may be explained by differing media traditions and communicative priorities, where Uzbek sports discourse places greater emphasis on clarity, respectfulness, and collective orientation rather than individualistic or sensationalist expression. The findings also corroborate previous research in translation studies, which emphasizes the prevalence of adaptive and target-oriented strategies in culturally sensitive domains (Tajvidi & Arjani, 2017; Sardor & Bobomurod, 2026). In this context, translation strategies such as modulation, adaptation, and attenuation emerge not as deficiencies, but as functional necessities that facilitate cross-cultural communication.

Conclusion. This study has examined the cross-cultural characteristics of evaluative language in English–Uzbek sports translation, with particular attention to the ways in which evaluative meanings are reconfigured in the process of translation. Drawing on appraisal theory and comparative discourse analysis, the research has demonstrated that evaluative language undergoes systematic and non-random transformations across linguistic and cultural boundaries. The findings reveal that the most prominent translation tendencies include the attenuation of evaluative intensity, the simplification or adaptation of metaphorical expressions, and the reduction of emotional explicitness. These shifts are not merely linguistic deviations but reflect deeper linguocultural and pragmatic constraints, which shape how evaluation is conventionally expressed in Uzbek sports discourse. In this regard, translation emerges as an interpretive act that balances fidelity to the source text with the necessity of cultural appropriateness in the target context. Moreover, the study highlights the explanatory power of appraisal theory in identifying and systematizing evaluative shifts, particularly in terms of affect, judgment, appreciation, and graduation. The integration of this framework with translation studies provides a productive analytical model for examining evaluative meaning across languages and discourses. The implications of this research are twofold. Theoretically, it contributes to the growing body of work on evaluation in translation and discourse, particularly within underexplored language pairs such as English and Uzbek. Practically, it underscores the importance of cultural competence and pragmatic sensitivity in sports translation, suggesting that translators should move beyond literal equivalence and adopt more contextually adaptive strategies. Finally, it should be acknowledged that the study is limited by the size and scope of the analyzed corpus. Future research may expand the dataset, incorporate quantitative methods, or explore additional genres within sports media to further refine the understanding of evaluative language in cross-cultural translation contexts.

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